
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor:	Stephen Mase	
Appln. No.:	10/644,651	Confirmation No.: 5444
Filing Date:	August 20, 2003	Examiner: Goldman, Michael H.
Title:	Marketing system based on customer preferences	Group Art Unit: 3688

RESPONSE AND AMENDMENT UNDER 37 C.F.R. 1.111

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the Office Action of July 29, 2008, please amend the above-identified application as follows:

Listing of Claims/Amendments to the Claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.